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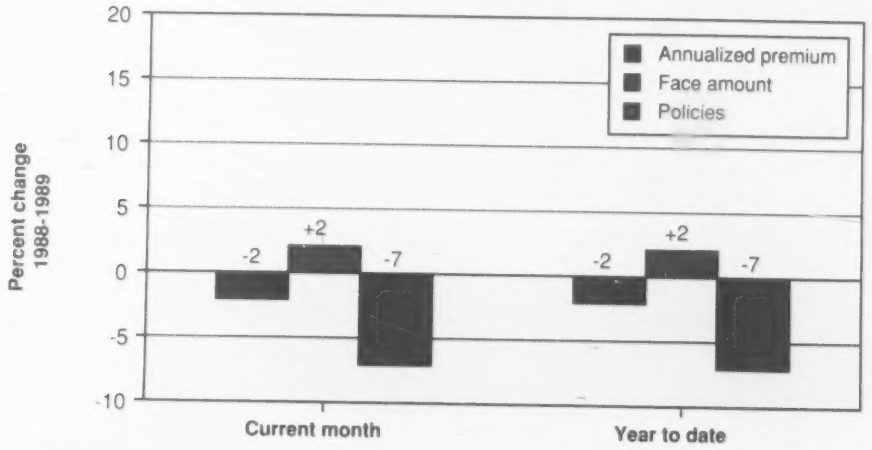
I/R Code 47.40
January 1989

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

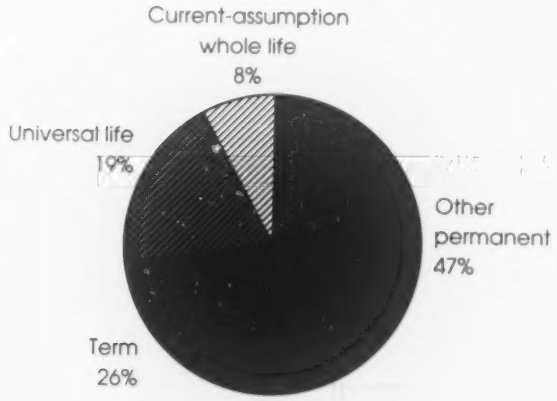
Individual Sales

37 Companies

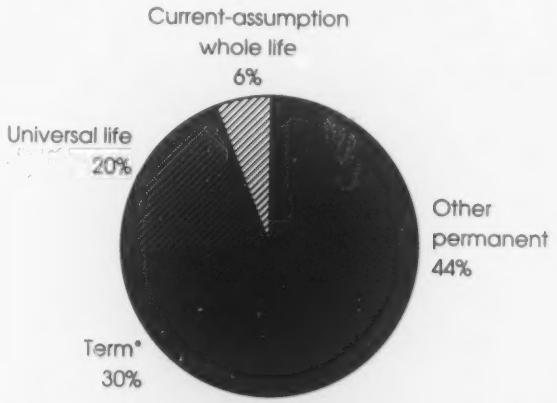


Annualized Premium Market Share by Product

26 Companies Representing
81 Percent of Total 1988 Sales



27 Companies Representing
81 Percent of January 1989 Sales



*For the 15 companies that sell the product and supply data, "permanent term" ("term to 100") makes up 16 percent of total January 1989 sales.

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Individual Sales (cont.)

Sales Comparisons with Last Year

Ratio 1989/1988

		Annualized premiums	Face amount	Number of policies
Term (25 cos.)	Month	120%	116%	119%
	Year to date	120%	116%	119%
Universal life (19 cos.)	Month	110%	123%	111%
	Year to date	110%	123%	111%
Current-assumption whole life (12 cos.)	Month	64%	68%	76%
	Year to date	64%	68%	76%
All other permanent (24 cos.)	Month	85%	76%	76%
	Year to date	85%	76%	76%

Policy Characteristics by Product

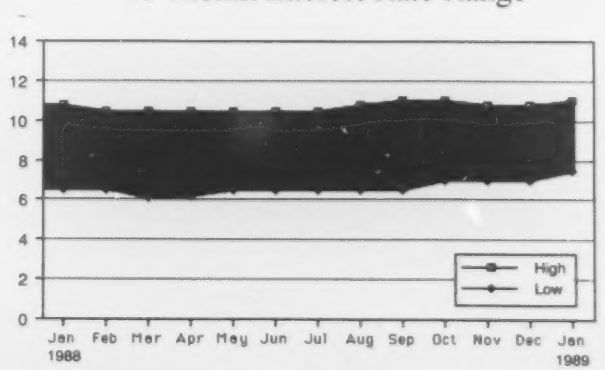
		Premium per $1,000	Average size policy	Premium per policy
Term (25 cos.)	Month	$ 3.55	$ 150,198	$ 534
	Year to date	$ 3.55	$ 150,198	$ 534
	Year-to-date ratio	103%	98%	102%
Universal life (19 cos.)	Month	$ 9.02	$ 97,123	$ 876
	Year to date	$ 9.02	$ 97,123	$ 876
	Year-to-date ratio	89%	111%	99%
Current-assumption whole life (12 cos.)	Month	$ 7.49	$ 42,714	$ 320
	Year to date	$ 7.49	$ 42,714	$ 320
	Year-to-date ratio	94%	90%	85%
All other permanent (24 cos.)	Month	$ 11.20	$ 51,989	$ 582
	Year to date	$ 11.20	$ 51,989	$ 582
	Year-to-date ratio	112%	100%	112%
Total sales (37 cos.)	Month	$ 6.59	$ 88,723	$ 585
	Year to date	$ 6.59	$ 88,723	$ 585
	Year-to-date ratio	97%	109%	105%

Universal Life

Interest Rates This Month

Median	9.9%
Range	7.5% - 11.0%
Range of middle 50%	9.2% - 10.5%
Number of companies reporting	15
Number of plans reported	35
Number of new plans	0
Number of plans dropped	0
Number of plans showing. . .	
No change	18
Increases	16
Average increase	0.4%
Decreases	1
Average decrease	1.0%

13-Month Interest Rate Range



Individual Sales (cont.)

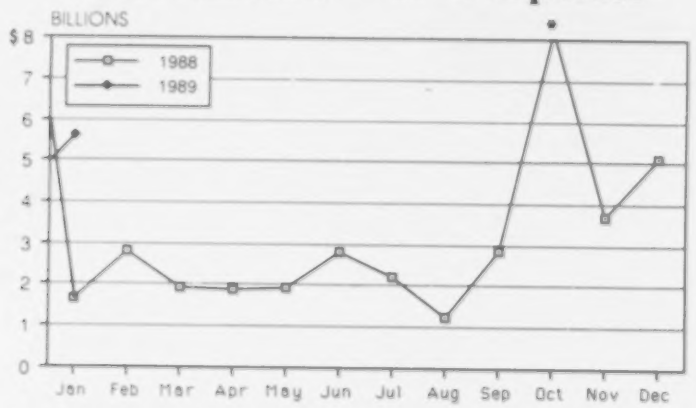
Contributors' Growth Rates

Change in Annualized Premium
Year to Date

Percent change 1988 - 1989	Number of . . . Group I companies	Group II companies	Group III companies	All companies
21% or over	2	1	6	9
11% – 20%	2	2	1	5
1% – 10%	3	3	0	6
-9% – 0	1	0	0	1
-19% – -10%	1	3	1	5
-20% or under	1	5	5	11

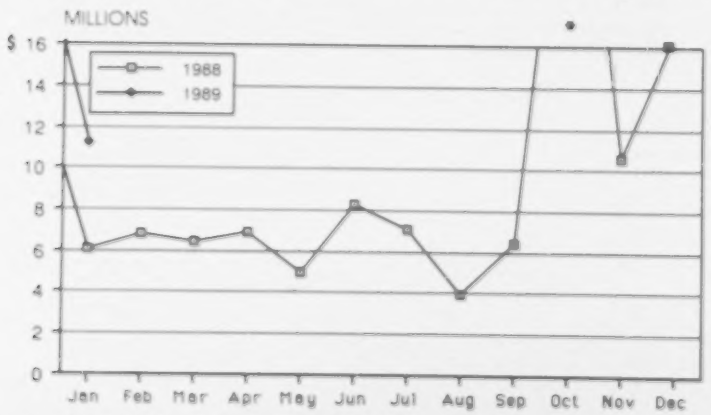
Group Sales

Face Amount — 19 Companies



*Includes one large case for over $5.8 billion in face amount

Annualized Premium — 17 Companies



*Includes one large case for $25 million in annualized premium

January Sales

		Annualized premium (000)		Face amount (000)		Number of policies	
		1988	1989	1988	1989	1988	1989
Total ordinary	Month	$ 36,056	$ 35,489	$ 5,292,485	$ 5,385,459	64,949	60,700
	Year to date	$ 36,056	$ 35,489	$ 5,292,485	$ 5,385,459	64,949	60,700
Ordinary — Group I	Month	$ 19,294	$ 19,621	$ 2,570,844	$ 2,694,191	36,476	34,496
	Year to date	$ 19,294	$ 19,621	$ 2,570,844	$ 2,694,191	36,476	34,496
Ordinary — Group II	Month	$ 12,788	$ 11,942	$ 2,050,428	$ 2,011,306	20,904	19,790
	Year to date	$ 12,788	$ 11,942	$ 2,050,428	$ 2,011,306	20,904	19,790
Ordinary — Group III	Month	$ 3,974	$ 3,926	$ 671,213	$ 679,962	7,569	6,414
	Year to date	$ 3,974	$ 3,926	$ 671,213	$ 679,962	7,569	6,414
Group	Month	$ 6,111	$ 11,177	$ 1,659,307	$ 5,608,166	–	–
	Year to date	$ 6,111	$ 11,177	$ 1,659,307	$ 5,608,166	–	–

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance — annualized premiums, face amount (volume), and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 37 companies plus five subsidiary companies operating in Canada. The contributors represent 81 percent of the 1987 Canadian ordinary volume sold and 84 percent of first-year premiums written. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The survey also provides group sales volume and annualized premiums under new or amended contracts. These results are based on the experience of 20 companies operating in Canada. The contributors represent 75 percent of the 1987 Canadian volume of new or amended group contracts.

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Contributors

Group I
Canada Life*
Great-West Life*†
Industrial-Alliance Life*†
London Life*†
Manufacturers Life†
Metropolitan Life*†
(includes Metropolitan Life of Canada)
Mutual Life of Canada*†
North American Life (Canada)
Prudential of America*†
Sun Life of Canada*†

Group II
Ætna Life of Canada†
Commercial Union Life of Canada
Confederation Life*
Co-operators Life*
Crown Life†
Imperial Life of Canada
La Laurentienne†
Maritime Life (Canada)*†
National Life of Canada*
New York Life*†
(includes New York Life of Canada)
Prudential of England*†
(includes Prudential Life of England)
Seaboard Life†
Transamerica Occidental Life†
(includes Transamerica Life of Canada)
Zurich Life of Canada†

Group III
Allstate Life of Canada†
Assumption Mutual Life
Assurance-Vie Desjardins*
COLONIA Life†
Equitable Life of Canada*†
Financial Life of Canada†
Knights of Columbus†
Laurier Life†
Royal Life (Canada)†
(includes Royal Life of Canada)
La Sauvegarde*†
La Solidarite
State Farm Life†
L'Union-Vie†

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on the sum of first-year and renewal direct-written ordinary life premium income as of December 31, 1986.

* Company contributes both ordinary and group data
† Company is included in product market share chart
Companies contributing group data only: Æterna-Vie, Citadel Life (Canada) and Laurentian/Imperial

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A 4225-2

I/R Code 47.40

January 1989

SUPPLEMENT TO MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Notes on the January Survey

The following tables show Quebec sales activity for 18 companies. The contributors represent 54 percent of the 1987 Quebec ordinary volume sold. On the reverse, tables incorporating company revisions show total monthly production for all 1989 contributors.

New Individual Life Sales In Quebec

	Annualized premium (000)			Face amount (000)			Number of policies		
	1987	1988	Ratio 88/87	1987	1988	Ratio 88/87	1987	1988	Ratio 88/87
First half	$ 50,144	$ 49,424	99%	$ 8,218,612	$ 8,148,309	99%	132,958	122,445	92%
Second half	52,544	52,603	100	$ 8,548,799	8,300,811	97	132,535	120,793	91
Year total	$102,688	$102,027	99%	$16,767,411	$16,449,120	98%	265,493	243,238	92%

	Premium per $1,000		Average size policy		Premium per policy	
	1987	1988	1987	1988	1987	1988
Quebec	$6.12	$6.20	$63,156	$67,626	$387	$419
Non-Quebec	$6.94	$6.92	$72,799	$79,854	$505	$552

Quebec Market Share of Total Sales (18 companies)

Annualized premium (000)		Face amount (000)		Number of policies	
1987	1988	1987	1988	1987	1988
33%	32%	37%	35%	43%	42%

Contributing Companies

Assurance-Vie Desjardins
Canada Life
Commercial Union Life of Canada
Confederation Life
Crown Life
Financial Life of Canada
Industrial-Alliance Life
La Laurentienne
London Life
Manufacturers Life
Metropolitan Life (includes Metropolitan Life of Canada)
New York Life (includes New York Life of Canada)
North American Life (Canada)
La Sauvegarde
La Solidarite
Sun Life of Canada
L'Union-Vie
Zurich Life of Canada

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Canadian Ordinary Sales for 37 Companies

	Annualized premium (000)			Face amount (000)			Number of policies		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 36,056	$ 35,489	98%	$ 5,292,485	$ 5,385,459	102%	64,949	60,700	93%
February	44,398			6,478,676			84,443		
March	49,816			7,354,328			93,251		
April	43,084			6,467,890			82,150		
May	45,740			6,981,893			88,744		
June	51,352			7,657,396			92,664		
July	42,647			6,162,113			72,508		
August	38,775			5,722,121			68,275		
September	47,088			6,888,591			88,635		
October	47,926			7,081,362			88,899		
November	52,589			7,746,743			93,200		
December	55,298			8,036,262			86,300		
Year total	$554,769			$81,869,860			1,004,018		

Canadian Group Sales

	Annualized premium (000) (17 companies)			Face amount (000) (19 companies)		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 6,111	$ 11,177	183 %	$ 1,659,307	$ 5,608,166	338 %
February	6,818			2,798,886		
March	6,431			1,933,161		
April	6,932			1,862,849		
May	4,940			1,937,621		
June	8,299			2,812,116		
July	7,089			2,209,032		
August	3,989			1,250,973		
September	6,454			2,832,963		
October	30,460			8,141,366		
November	10,598			3,690,528		
December	16,721			5,108,159		
Year total	$114,842			$ 36,236,961		